

ADIRONDAC

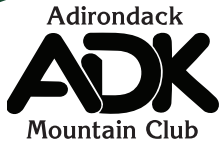
The magazine of the ADIRONDACK MOUNTAIN CLUB

Advertise Today!

- All prices include our printed copies and digital version available on member portals, with automatic links to your web sites

Explore. Educate. Protect.

Reaching over 18,000 households



ADIRONDAC magazine

REACH 30,000 ACTIVE MEMBERS

Since 1922

ADK, formed in 1922, brings together 30,000 members with shared interests in outdoor recreation and education, as well as advocacy and public service.

Adirondac magazine is published quarterly—Winter, Spring, Summer and Fall—and is mailed to every member household.

As an advertiser in *Adirondac*, you will be reaching a highly targeted market of outdoor enthusiasts who are:

- affluent (40% of families have incomes of \$100,000+)
- active (91% hike, 59% x-c ski, and 49% canoe or kayak)
- responsive (52% say they have purchased something as a result of an advertisement in *Adirondac*)

Adirondac is much more than a membership magazine. We publish stories on:

- outdoor education, ecology, and the environment
- important issues affecting the wild lands and waters of New York State
- hiking, cross-country skiing and snowshoeing, canoeing and kayaking, backpacking, camping, and other outdoor pursuits
- current events and the history of New York's natural areas

Adirondac offers tremendous exposure for your advertising dollar!

FOR FURTHER ASSISTANCE, OR TO PLACE AN AD:

ann@adk.org, 518-637-7310

ADK Mission: ADK works to protect New York's wild lands and waters by promoting responsible outdoor recreation and building a statewide constituency of land stewardship advocates.

ADVERTISING RATES and SIZES

DISPLAY ADVERTISING RATES AND SIZES *(Rates subject to change)*

AD SIZE	1-3x RATE	4X RATE (full year)*
1/6 page	\$ 240	\$ 185 per issue
1/4 page	\$ 275	\$ 225 per issue
1/3 page	\$ 365	\$ 295 per issue
1/2 page	\$ 475	\$ 400 per issue
2/3 page	\$ 675	\$ 575 per issue
full page	\$ 850	\$ 750 per issue
Covers	\$1275	\$ 1000 per issue

(Four-color available at no additional charge.)

* Full-year rates apply on placements scheduled in advance within a 12-month period.
All display advertisers will receive tear sheets of their ads (unless you notify our office).

SIZE	VERTICAL <i>(all dimensions in inches)</i>	HORIZONTAL
1/6 page	2 1/4 w x 4 5/8 h	4 3/4 w x 2 1/4 h
1/4 page	2 1/4 w x 7 h	4 3/4 w x 3 1/4 h
1/3 page	2 1/4 w x 9 5/8 h	4 3/4 w x 4 5/8 h
1/2 page	4 3/4 w x 7 1/4 h	7 1/4 w x 4 3/4 h
2/3 page	4 3/4 w x 9 5/8 h	

PAGE SIZE: 8 1/8 w x 10 7/8 h, **full bleed** 8 3/8 x 11 1/8
Live area, no bleed, type/art area 7 5/8 x 10 3/8

PUBLICATION DATES: Bimonthly, six times per year.
Jan–Feb, Mar–Apr, May–June, July–Aug, Sept–Oct, Nov–Dec

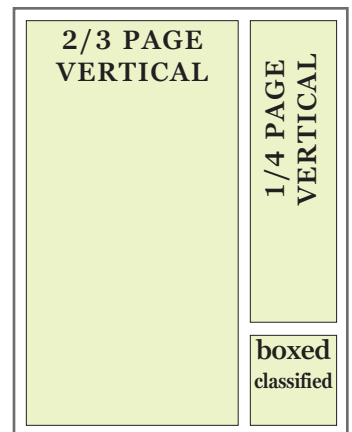
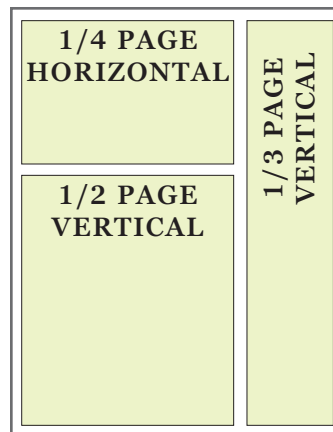
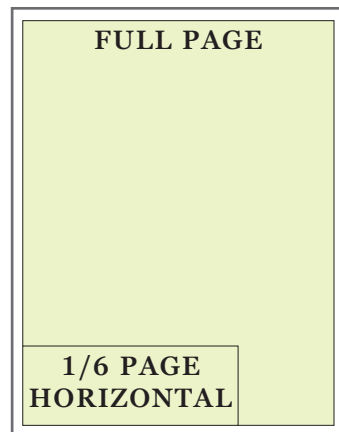
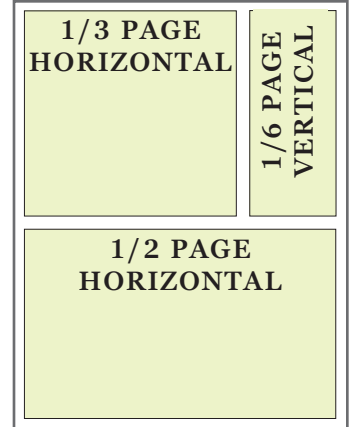
CLASSIFIED ADVERTISING RATES

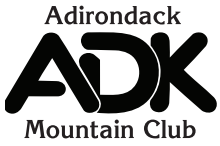
(One line is approximately six words.)

PER ISSUE: \$7.00 per line.

ONE FULL YEAR, four consecutive issues: \$6.00 per line.

BOXED CLASSIFIED: 2 1/4 x 2 1/4, with ruled border and logo
\$125.00 per issue, \$110 for 4 issues, full year.





ADIRONDAC magazine

DEADLINES & SPECIFICATIONS

ADVERTISING DEADLINES and SPECIFICATIONS

Quarterly as of Winter 2023

ISSUE	SPACE RESERVATION	MATERIAL DUE	PUBLICATION DATE
Winter	November 5	November 15	December 1
Spring	January 10	January 20	March 1
Summer	April 10	June 1	June 1
Fall	July 10	July 20	September 1

ALL ACCOUNTS: CLASSIFIEDS ADS must be paid in advance. All DISPLAY AD invoices are due upon receipt. For multiple insertions, the advertiser will be billed per issue. A tear sheet and invoice will be sent to the advertiser upon publication of each issue (unless you notify our office).

PRINT SPECIFICATIONS: Covers: four-color; Text: black and white or 4C;
Binding: saddlestitch
Trim Size: 8 1/8 x 10 7/8 Live area: 7 5/8 x 10 3/8 Bleed Size: 8 3/8 x 11 1/8
Photographs: 133 line screen, 300 dpi Line Art: 1200 dpi

DIGITAL AD SPECIFICATIONS: All rates are based on digitally supplied ads. High-resolution (300 dpi or larger) PDF, TIFF, or JPG formats only. All **digital photographs** must be 300 dpi at the size being used. All **digital art** (illustrations, logos, etc.) must be 800–1200 dpi at the size being used.

FONTS: Please do not send native files such as Quark Xpress or InDesign. Convert to PDF format and Embed Fonts while creating the PDF. (Tiff or JPG also acceptable.)

PRODUCTION CHARGES: Ads requiring one hour of production time or more will be billed at \$40 per hour.

CIRCULATION: 19,000. Published quarterly

FOR FURTHER INFORMATION ON ADVERTISING CONTACT:

Phone: 518-637-7310 Ann Hough
E-mail: ann@adk.org